SPF/SIG: An Opportunity for Bridging the Gap Between Science and Practice in Community Prevention
SCIENCE

PRACTICE
"It takes 17 years to turn 14 percent of original research to the benefit of patient care" *
So what would serve as a “bridge” between Science and Practice?

Strategic Planning Framework?
Sustainability and Cultural Competence

- Assessment
- Evaluation
- Implementation
- Planning
- Capacity
A Collaborative Effort

Advisory Council

ADP  PRC
However... there’s more to implementation than specifying the steps...
Ineffective Methods

Excellent experimental evidence for what does not work

Diffusion/dissemination of information by itself does not lead to successful implementation (research literature, mailings, promulgation of practice guidelines)

Training alone, no matter how well done, does not lead to successful implementation

Fixsen, D. L., Naoom, S. F., Blase, K., Friedman, R. M., & Wallace, F., 2005
What Works

Effective intervention practices and programs + Effective implementation practices = Good outcomes

No other combination of factors reliably produces desired outcomes

Fixsen, D. L., Naoom, S. F., Blase, K., Friedman, R. M., & Wallace, F., 2005
Effective Use of EBP

Stages

Drivers

RESEARCH

IMPLEMENTATION

PRACTICE

Fixsen, D. L., Naoom, S. F., Blase, K., Friedman, R. M., & Wallace, F., 2005
Do we have any examples?
3 YEARS OUT, SAFETY CHECKLIST CONTINUES TO KEEP HOSPITAL INFECTIONS IN CHECK

Johns Hopkins' cheap, low-tech approach can be sustained, save lives over time, study shows

Press release:
The Johns Hopkins Medical Institutions
February 4, 2010
Driving Implementation by Graphically Integrating Research, Logic Models, and a Theory of Change
Underage Drinking: Basic Research

Visible Enforcement

Retail Availability of Alcohol to Youth

Social Availability of Alcohol to Youth

Price

Community Norms About Youth Drinking

Alcohol Promotion (Advertising, Point of Sale Promotion, Sponsorship of Community Events)

Drinking Beliefs

Family, School, and Peer Influence

Drinking Context

Underage Drinking

Evidence: Population Prevention Effects

Strong

Moderate

Low (target group only)

None (no target or population)

Alcohol-Related Problems (Traffic crashes, Injuries, School performance, Unsafe sex, Violence, etc.)
Underage Drinking: Evidence-based Theory of Change

- Underage drinking laws
- Visible enforcement
- Social availability of alcohol to youth (parties, peers, families)
- Retail Sale of alcohol to youth
- Retailer Training & rewards
- Compliance checks, citations, license loss
- Local alcohol policy
- Community norms about youth drinking
- Party patrol, Shoulder taps, Beer keg registration
- Media advocacy
- Legal risks for providing alcohol to underage
- Family, School, & Peer Influence

Underage Drinking

Retailer Training & rewards

Compliance checks, citations, license loss

Retail Sale of alcohol to youth

Visible enforcement

Social availability of alcohol to youth (parties, peers, families)

Underage drinking laws

Community norms about youth drinking

Party patrol, Shoulder taps, Beer keg registration

Local alcohol policy

Media advocacy

Legal risks for providing alcohol to underage

Family, School, & Peer Influence
...this is getting complicated

...and we haven’t even added the Logic Model, yet!!
Sample Page from Interactive Logic Model

For software: www.doview.com
Sample Page from Interactive Logic Model (a level down from prior page)
Social Availability of alcohol

Parties/social events in which alcohol is available

Youth access to home alcohol supply

Youth reports of alcohol availability in home

Alcohol Availability at Special Events

Parties/social events in which alcohol is available

Youth reports of number of social events in which alcohol is available

Parental drinking and provision of alcohol to other children

Youth reports of provision of alcohol by adults, not their parents.

Visible Police enforcement of social availability of alcohol to youth, e.g., party patrols.

Monthly police enforcement actions to reduce social availability to youth.

Citations, warnings, or arrests for providing alcohol to underage persons.

Cloverdale Teen Party Ordinance

Provide information to adults about legal risks for providing alcohol to underage youth

Number of public information pamphlets and PSAs concerning legal risks.

Monthly counts of news stories about legal risks.

Explore Cloverdale Social Host Ordinance

Project SUCCESS Program

Every 15 Minutes Program

DARE Program

Boys & Girls Clubs Smart Moves Program & Parenting Class

Extreme Responders, Intro Law Enf. Classes

19
Key Elements of the Approach

• Guidance from Advisory Council
• Prescriptive about what to do
• Local expertise on how to do it
• Highly focused on objectives rather than process
• Moves quickly through assessment and planning, and get into action
• Focuses on measurable community-level outcomes
Questions?